

I N T H E E V O L U T I O N

O F T H E M O D E R N

F L I G H T S I M U L A T O R

T H E R E H A V E B E E N

R E L A T I V E L Y F E W

R E V O L U T I O N S . . .

This is the advertising campaign that will launch our new Concept 90 flight simulators into the market.

These advertisements will be appearing in the aviation industry media throughout 1990.

Whilst we are extremely proud of the advertisements, we are even more proud of the product itself.

Concept 90 genuinely represents a revolution in flight simulator design and it is the result of painstaking market research, product development and production engineering.

If you would like more information on Concept 90, or any of our products, please contact our public relations department.



**THE FLIGHT
SIMULATOR OF
THE 1990s
IS ABOUT TO
BE REVEALED**

The challenges of airline flight training during the 1990s will be very different from those of any previous decade.

Rediffusion has recognised that fact through the development of Concept 90 – an entirely new generation of advanced flight simulators.

Concept 90 is based on the most detailed research into user needs and preferences in the history of the flight simulation industry.

As a result, it provides totally new levels of instructor comfort, ergonomics and functionality that will substantially increase training efficiency.

It takes account of advanced materials and modern manufacturing techniques to improve dramatically build quality,

equipment access and overall aesthetic appearance.

Concept 90 is configured around proven, state-of-the-art technology that's ultimately reliable and that exceeds the world's most demanding regulatory training requirements.

And, because it's been designed for production, it can be built faster and delivered on progressively reducing schedules.

Quite simply, Concept 90 raises flight simulator design onto an entirely new plateau.

Watch this space – the flight simulator of the 1990s is about to be revealed.



**REDIFFUSION
SIMULATION**

A GM Hughes Electronics Company



CONCEPT
90

ITS BEAUTY IS MORE THAN SKIN DEEP

This is Concept 90.

It's the beginning of a new generation of advanced flight simulators for the 1990s.

And it's the first flight simulator to display a level of

styling and design integration consistent with the role and technology of the product.

But its true beauty lies well beneath the skin.

That's because Concept 90 embodies totally new standards of functional and ergonomic design that will substantially increase training efficiency and improve maintainability.

It benefits from advanced materials and modern production techniques, in both hardware and software, to enhance quality and to reduce delivery timescales.

And Concept 90 is the result of a unique partnership which combines Rediffusion's engineering expertise with the creative flair of MGA Developments – one of the UK's leading transportation design houses.

Concept 90 provides the evolutionary platform that will take flight simulation well into the 21st century. Yet it's fully proven – a complete production prototype currently operates in our factory – and it will rapidly become our production standard for all major civil aircraft and relevant military types.

Concept 90 – flight simulators for the 1990s . . . and beyond.



**REDIFFUSION
SIMULATION**

A GM Hughes Electronics Company





WHICH ONE WOULD YOU CHOOSE FOR THE NEXT FOUR HOURS?

Without an instructor, the modern flight simulator is something of a redundant device.

Yet, for all their importance, simulator instructors have not had a good deal in the evolution of their working environment. Take, for instance, the seat.

Today's instructor, setting up for a typical training exercise, can expect to spend four hours or so supported by what you see on the left.

It's uncomfortable over a prolonged period, it's not particularly durable and, possibly worst of all, it's difficult to manoeuvre into the optimum training position.

Consider also that lighting is poor, stowage restricted, temperature control limited and it all adds up to a pretty uncomfortable picture.

Rediffusion's new Concept 90 simulators change all that at a stroke.

Concept 90 is the first flight simulator to give priority to the role of the instructor and to provide a dramatically

improved operating environment.

All Concept 90 simulators feature a powered, aircraft standard instructor's seat – not to mention a console which features powered movement, an aircraft style interior, properly designed lighting and stowage and differential temperature control.

You see, logic tells us that a comfortable instructor is also an efficient instructor – and that's to everyone's benefit.

Concept 90 – flight simulators for the 1990s . . . and beyond.



**REDIFFUSION
SIMULATION**

A GM Hughes Electronics Company



WELCOME TO THE INSTRUCTOR'S OFFICE

With a multi-million dollar price tag, efficiency of operation translates directly into cost benefit for the modern flight simulator.

That's why, with its new Concept 90 simulators, Rediffusion has developed the instructor's office philosophy to improve dramatically training efficiency.

We started with the instructor's operating environment and introduced totally new standards of comfort, ergonomics and functionality.

But then we looked further, at the instructional system itself.

Here, we discovered that current industry offerings are typically over-complex and not particularly user friendly.

So we developed ACCESS to overcome the problem.

ACCESS is a new generation of instructional system that is truly user friendly for the true users of flight simulators. In other words it's designed for flight instructors, not computer specialists.

It's based on a remarkable combination of advanced technology and simplicity of operation that minimises instructor workload and maximises training capability.

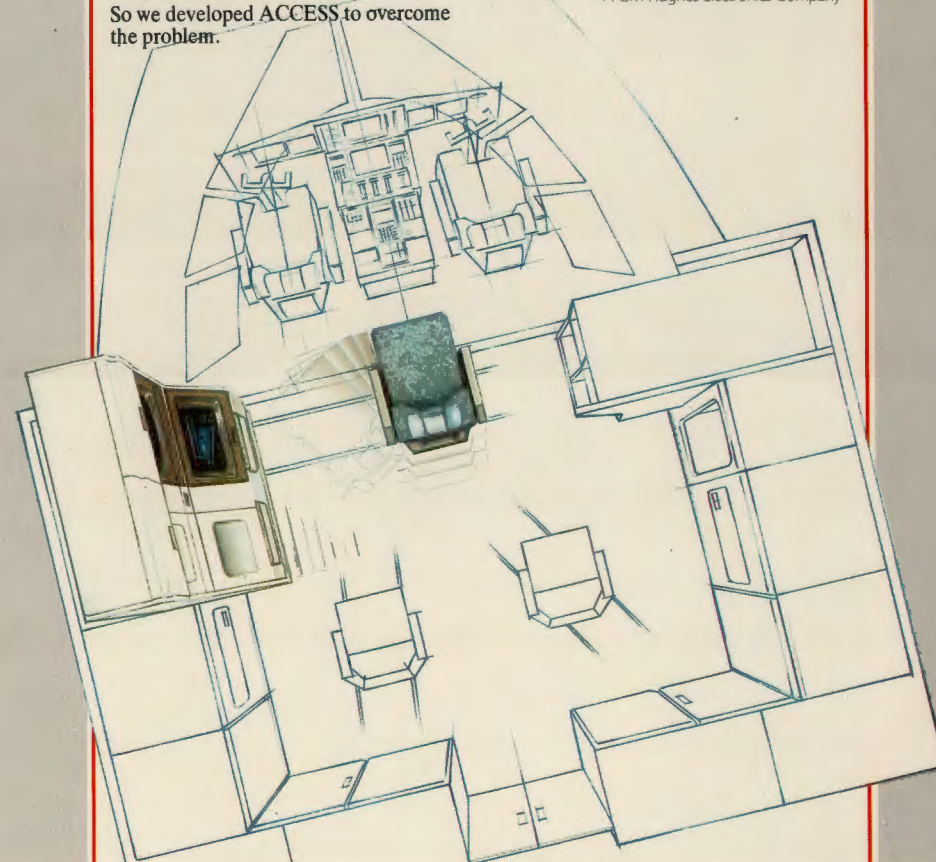
All in all, it adds up to the most powerful, cost-effective training package in the business.

Concept 90 – flight simulators for the 1990s . . . and beyond.



**REDIFFUSION
SIMULATION**

A GM Hughes Electronics Company





THE ULTIMATE FLYING MACHINE

In 1981, a Rediffusion flight simulator gained the world's first 'zero flight time' training approval under Phase II of the FAA's Advanced Simulation Plan.

In 1987, a Boeing 737 simulator, installed at British Airways, gained the first zero-time approval

under UK CAA regulations.

In 1989, we gained the first ever Phase III approval in Japan.

And most recently, the CAA described our new simulator at Aer Lingus as "providing the closest simulation yet to the Boeing 737".

Fidelity of simulation is an area where clearly, at Rediffusion, we lead the field.

And we also lead in technology innovation.

In the last ten years alone we've introduced wide field of view displays, reflective memory computing and graphics based, touch screen instructional systems. These are major product improvements that our competitors have subsequently followed, simply to keep pace.

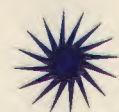
Now, with Concept 90, Rediffusion has again broken totally new ground.

Simply put, Concept 90 raises the functional, ergonomic and aesthetic design of the flight simulator on to an entirely new plateau.

As a result it will improve training efficiency, maintainability and build quality and it will reduce delivery timescales.

More fundamentally, however, Concept 90 provides the evolutionary platform that will take flight simulation well into the 21st century.

Concept 90 – flight simulators for the 1990s . . . and beyond.



**REDIFFUSION
SIMULATION**

A GM Hughes Electronics Company





FLIGHT SIMULATORS FOR THE 1990s... AND BEYOND

GOOD NEWS FOR ANYONE PLANNING A FLIGHT DURING THE 1990s

In airline service the modern flight simulator is a highly beneficial device.

It's realistic. So realistic in fact that, under international aviation legislation, virtually all airline flight training has been transferred from the aircraft to the simulator.

It's safe. Pilots training on a simulator can gain 'hands on' experience of emergencies and weather conditions they'll hopefully never have to face, for real, in a lifetime of flying.

It's economical. The direct cost of operating a simulator is about

one tenth that of the aircraft it represents. (It's a lot less if you count the revenue loss that accrues from taking an aircraft out of passenger carrying service).

And it's reliable. Even working 20 hours a day, 7 days a week the average simulator regularly achieves better than 99% availability.

But there's also a distinctly environmental side to the flight simulator.

Simulators do not emit noise or air pollution, they're remarkably energy efficient and they've removed literally thousands of training flights from already congested skies, and overcrowded airports.

In its forty year history Rediffusion has been responsible

for much of the technology, innovation and product development that's made all this possible.

Today we've extended our industry leadership even further with the launch of Concept 90 - the first of a new generation of simulators designed to increase the efficiency and cost effectiveness of flight training well into the 21st century.

Concept 90 combines Rediffusion's engineering expertise with the creative flair of MGA Developments - one of the UK's leading transportation design houses.

As a result, it provides totally new levels of functional and ergonomic design that will substantially increase training efficiency.

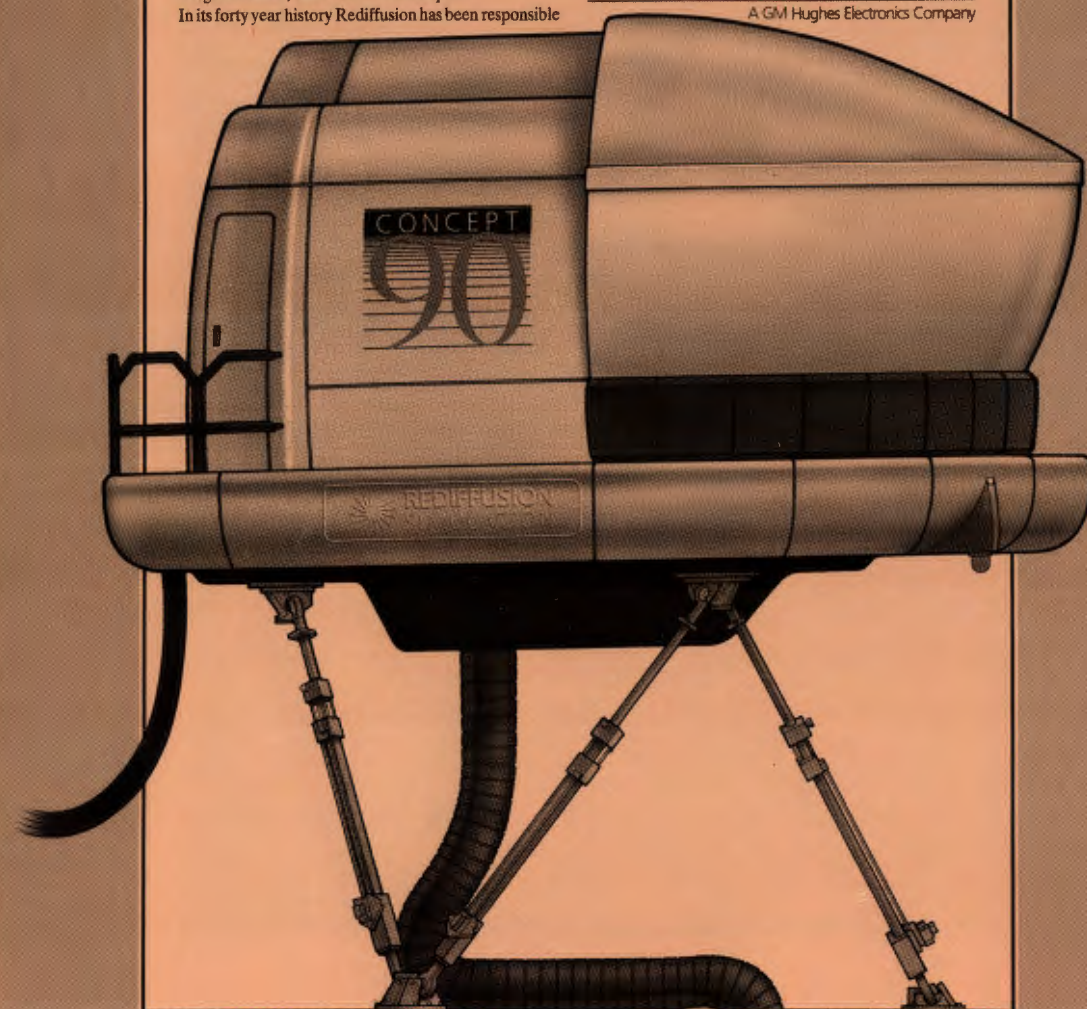
It takes account of advanced materials and modern manufacturing techniques to improve dramatically build quality, equipment access and overall aesthetic appearance.

And, because it's been designed for production, delivery schedules will be substantially reduced.

Concept 90 is the first major product development from Rediffusion as a GM Hughes Electronics Company. Together we are a single organisation committed to flight training excellence; now and for the future.

**REDIFFUSION
SIMULATION**

A GM Hughes Electronics Company



If you'd like the inside story on the flight simulator of the 1990s, please contact Sarah Williams in our Public Relations Department. Telephone: 0293 561156 Fax: 0293 560992.



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Media	Flight International
	Aviation Week
	Air Transport World
	Avianews
	Air & Cosmos
	Asian Aviation
	Flap
	Financial Times



**REDIFFUSION
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A GM Hughes Electronics Company

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